

1970 Atheneum
Coastal Carolina
Conway, South Carolina

Debby Little Editor




It is the little things we remember.


## Atheneum

## 1970

2nd issue
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## ADVERTISEMENTS

$15,28,29,46,47,84$

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A Very Special Thanks For Helping In The Production And Layout Of This Yearbook Goes To Fred Bostrom, Who Helped With His Ideas
And His Enthusiasm.

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CAROLINA

NUMBER

1969-70 was a busy year for all. The year will be remembered for the things we did and the friends we made. From Rat Week to May Day; from our first class to our final exam; from strange faces to familiar friends - we worked to become a part of Coastal.
We began the year with class elections which created enthusiasm and support for our favorite candidates. The Student-Faculty Reception was a success as was the Circle K Christmas Wonderland in December. We attended football games and basketball games, pep rallies and assemblies. We won and we lost: we succeeded and we failed. Halloween and Christmas were preceded by "fun-filled" (?) parties. 1969-70 was the year we dedicated our library addition, hosted the Carolina League Tournament and had a winning season in basketball. We were congratulated for our impressive Miss Coastal Carolina Pageant. We adopted a wounded puppy and took care of our own gamecock, Lino. We cheered for our baseball team and felt proud of our golf team. A new May Queen was crowned and an unforgettable May Dance was held for us. From "behind the scenes" and "on the stage" we worked. Perhaps this yearbook will bring many pleasant memories of the year's activities.
This yearbook is meant to be you. If it isn't, perhaps the annual staff owes you an apology. Yet, if it isn't, perhaps you owe the school an apology for not participating and supporting it. It stands to reason-if you don't take a part, you certainly cant be a part.
So, we, the annual staff, ask you not to expect the expected or criticize that which you did not try to improve. We give you what we hope is the true picture of our school-the 1970 Atheneum.

## Best wishes,









Gimmie a head with hair, long beautiful hair, shining, $\frac{\alpha 0}{\infty}$



to there hair, shoulder length or longer

longstraightcurlyfuzzysna

ygreasyfleecyknottedpolka


## Involved? Hell, Yes!

## September 4, 1969

Rat week plans
Freshman Orientation
Fall Registration
Mix-n-Match -in the-Roost
Student Government elections
Faculty reception
campus tour guides
FOOTBALL: Coastal 12 Tec 0
Bewitched at O. D. by Chap and the Magnificents
Know-Your-Coastal-Month-waitresses
Library Dedication
Basketball -ticket-takers
Miss Coastal Carolina Pageant
After-game dances
Flag football: Coastal -Florence
Christmas floats and clowns: Conway, Georgetown, Loris, O.D., Aynor
Save-the-puppy fund
Salt and Pepper Christmas dance
Cino and his cages
Spring orientation and registration
Washington's pie eating contest
Homecoming festivities
H.E.W. interview

1970 Carolina League Tournament/3rd consecutive year.
The Soul Set
The Footnotes
Billy Walker and the Georgia's Best
STAR Banquet
Conway House and Garden Tour
Scholarship fund drive
weekly meetings/minutes/action
car washes
Earth Day
1970 campaign and elections
Coastal-Carolina Day
Billy Joe Royal
Carotinas Yearbook-Conference
1970 Commencement
JUNE 7, 1970

For A Better Coastal Carolina!


USCC Student Council

Presiden Debby Liftle
Vice-Pres: Mac McLeod
Secretary Kay Morton

Eddie Benton
inlarsha Bellamy
Claudia Kirkman
Jan Mayer
Bix Smith
Bill Rutland



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Inc.


Rows and flows of angel hair And ice cream castles in the air . . .


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DELIVERY


## And Feather Canyons Everywhere-



I've Looked At Life That Way.

The interested ones-
The ones who care-
The ones who make up the civic organizations to aid in their school and their community,
They interest themselves not in riots and protests, but scholarship funds and blood drives.
They belong to the clubs called

## Circle K and K -ettes

① Sweetheart Miss Joan Gainey
(k) -ettes Sweetheart -

Mr. Jan Mayer



①) members
(not pictured)
Henry Hucks
William McCutcheon
Carl Compton
Rick Williford
Tony Easterling Jan Mayer
Darius Shelley
Robert Elvington
(К)-ettes members
(opposite page)
Jacque Reaves
Marsha Bellamy
Kittie Graunger
Pam Stevens
Betty Ford
Gloria Spivey
Sara Booth
Debby Little Deanna Brown

Susan Gassman Wanda Bellamy Brenda Bellamy Jenny Prevatte
Gail Askins
Cheryl Skipper
Ethel Todd
Sylvia Todd
Joan Gainey



I feel that the 1969-70 school year at Coastal Carolina has been one of the most exciting in our nine year history. While we concerned ourselves primarily with academic affairs there still remained time for many interesting extracurricular activities.
A study of our final grade reports showed us that our students did slightly better work in the 1969-70 academic year than they did the year before. This means progress, of course. At the same time the interest in student life manifested itself in many cultural, social, and athletic events which, in my opinion, surpassed those of all previous years in quantity and quality.
I sincerely hope that this school year has been a meaningful learning experience for each of you and that it will be remembered as one of the important milestones of your life.
The future of Coastal Carolina looks bright. The possibility of becoming a four year college still strongly exists. Although the academic year 1970-71 is expected to be "tight" in a financial sense, the administration hopes to offer some junior level courses. University officials have indicated that they wish to see a much enlarged summer session at Coastal which would include junior, senior, and graduate level courses. This may become an opportunity to open up an avenue of curriculum design that would lead to a four year college.
Any future growth would of necessity require additional physical facilities. This requirement is being met by plans of the Horry County Higher Education Commission for the construction of a new half million dollar health and fine arts building. This new facility would provide eight specialized classrooms, six offices, a dark room, music practice rooms, locker rooms, and a collegiate size gymnasium with 2500 seats.
I feel that Coastal Carolina is on the move and that the future holds promise. Our progress, however, is dependent upon our alumni and friends, so I urge you, our class of 1970, to keep "Cino" in your minds and hearts forever.


Mr. Edward Marion Singleton
Director, Coastal Carolina Regional Campus


Larry L. Biddle
Assistant Director


James P. McMurray
Director of Admissions


Thomas F. Jones
President
University of South Carolina


William H. Patterson
Provost of the University


John J. Duffy Assistant Provost
mystic crystal revelations



## FACULTY


the Faculty Reception

the annual Christmas Party

We've seen them at parties-
We've seen them in class.
We've seen them when they were disappointed-
We've seen them when they were disappointed in us.
But, through it all - they cared.
To you, the faculty and administration of Coastal Carolina, We dedicate the 1970 Atheneum with our thanks.




Ralph B. Strader
Business Administration

Dr. John A. Eberwein
Chemistry


Lindsey Vereen
Business Administration


Margaret P. Holliday
Business Education


Timothy P. Carpenter English

Susan S. Carpenter
Sociology


Linda Schwartz
English

A. Larry Schwartz Biology



Joyce B. Parker
English

Larry D. Risinger
Biology



Mercede Massey



Dr. Carl E. Compton
Religion


James Branham
History

Mary A. Wolfe
Commercial Education


Ralph P. Stroman
Commercial Law


Janice C. Loud
Physical Education

John B. Durrell
English


William A. Marjenhoff History

Dr. J.T.H. Mize
Music

Martha B. Thomas
Art

john M. Samaras
Physics




## Dr. Cornelius Sullivan

 Political SciencePaul G. Norris
Economics


Rosa B. Hopson
French
Emilie Affinito German


## Coastal Carolina Staff



Mildred Allen
Administrative Secretary

Vera Dusenbury
Admissions Clerk (Not pictured)

Neita Anabnit
Fínancial Clerk


Wanda Anderson
Clerk



Kathleen Pilcher
Librarian


John Hicks
Book Store Manager


Brenda Rich Library Clerk

Did you remember to say "thanks" to: Mr. Alton Oliver . . . Jeannie Cook . . .
David Spivey
in Cino's Roost?
Or to
John Anderson . . .
Dennis Fowler . . .
Simon Faulk . . .
Aviller Palmer . . .
for keeping the campus clean and in order?

How about Stella Cooper . . .
Betty Riley . . .
Joyce Watts
as office assistants?
Then there's
Leonard Dendy
Cherry Thompson as library assistants?


Two groups of students: one, the rulers; the other, the slaves. It lasted only a week, but it drew us together. We call it - RAT WEEK.



Excedrin Headache No. 362


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Gail Askins
Jenny Prevatte
Kay Watson
Betty Ford
Janie Richardson
Danny Dorman
Linda Sparks
Charlie Owens
Tom Davis

## Atheneum



It seemed an impossible task to get the Atheneum staff together without leaving anyone out. Some of the people pictured here are not even members of the staff, but they helped with their time and interest. Some are members who did excellent jobs. Yet, there are still others who are not pictured, but who gave their time to help produce this yearbook and bring it to you. Thanks to you all!
 Coasial Adds Librory Annex

 T0 N N N M 1
 Chilarem PPACE, Y YOVTA, CAPE 1





## Earth Day

Many times world-wide problems do not seem to touch our campus. However, on April 22, 1970, students from Conway, Myrtle Beach, and surrounding areas came together in the Coastal Carolina Stadium to learn more about the pollution that is rapidly destroying our land.

Many students walked or rode bicycles to emphasize the polluting effect of car exhaust. As these students marched, they picked up trash and cans that had been carelessly thrown along the highway.


These students are astounded by the facts about water, air, and people pollution. They were willing to listen to speakers from various positions explain how we will be affected if something is not done. The fight against pollution has begun, but it is not even nearly won.



The Baptist Student Union, more commonly known as the BSU, has become quite an active organization at Coastal Carolina. The BSU involves itself in many worthwhile Community projects. During the Christmas season the BSU sponsored a parking lot rampage to acquire canned goods for the needy. The price to park in the parking lot was 25 cents or a can of food. They are also involved in a Scholarship Drive and a project concerned with raising money for summer missions.

Members: Kitty Grainger Sylvia Chestnut Sherry Husted Wanda Bellamy Betty Riley Carl Compton Terry Parrish Ricky Shelley Johnny Clewis


Alpha Mu Gamma
Honorary Language Society
Members. Eddie Benton Debby Little
Fred Todd Neil McKnight Ken Thomas
Yvonne Luff
Kay Morton
Mrs. Rosa Hopson

$\square$
ain

 singers ,
 Nond nom
 앵N



## Spirit posters/pep rallies/BEAT. HELL OUTA TEC/






suspense/ fatigue/ points/ Mr. Biddle/:Mr. Schwartz's jailbirds/victory/CINO


Franklin P. says
duh...duh ...duh..
go chants. er. beat union!


ino is the feeling that surrounds the Coastal Carolina Community. It is the spirit which pushes us on and leads us to victory. Yes, we have to believe in CINO because Coastal is number one.

The spirit of Coastal Carolina has been prodded and kept alive by the USCC cheerleaders. All the activities are permeated by the fellowship of being a supporter of the Chants.
CINO proved to be a boost to our team this year. The Chants fired-up and became the Conference champs for the 1969-70 season with a record of 8-2. We were also honored to be runner-up to the championship of the Myrtle Beach City League with a record of 8-4. The 1969-70 season ended with a total of 20 games won and 12 games lost by the Chants.
Ask a cheerleader. Ask a basketball player. Ask a loyal fan of the Chants. Ask Coach Biddle. Ask me. Coastal Is Number One.

[^0]




HENRY HUCKS

Sophomore co-captaín from Myrtle Beach $6 \quad 1 / 2 \quad 175$ pound cager ... All Conference team ... Averages 167 points a game ... Good rebounder with a deadly set shot


## Homecoming 1970



February 27, 1970, was not just the day of any ordinary basketball game. It was Homecoming. Coastal Carolina met the Aiken Rebels at the Myrtle Beach gym and played a fantastic game, ending with a score of 5750, another victory for the Chants. Mike Holmes led the scoring with 26 points followed by Henry Hucks finishing with 16. Half-time ceremonies were taken to announce the new queen for 1970. The contestants were Brenda Bellamy, Betty Brown, Betty Ford, Susan Gassman, Julie Harpe, Yvonne Luff, Jenny Prevatte, Pam Stevens, Peggy Turner, and Kay Watson. On hand to crown the new queen was 1969 Homecoming Queen, Judy Tarte. Amid shouts of approval, Miss Susan Gassman was named Homecoming Queen 1970. After the game, a dance was held at the Beach Club with the Features.



## Carolina League Basketball Tournament March 12-13-14





## Coastal Carolina Baseball 1970

Mike Baker, CF
Eddie Benton, 1B
James Branham, P
Ray Bullard, LF
Walter Dozier, RF
Al Holliday, P
Mike Holmes, P
Henry Hucks, 3B
Willie McCutcheon, RF

Al McGuinn, RF
Danny Millwood, P
Gary Naylor, CF
Mike Saville, C
Freddie Selvey, SS
Skip Skeen, 2B
Larry Ward, CF
Ward Spillane, Mgr.
Larry Biddle, Coach



|  |  |
| :---: | :---: |




After weeks of preparation the 1970 Miss Coastal Pageant is almost a reality. Under the direction of Mrs. Helen Osteen and Miss Claudia Kirkman, thirteen contestants have been woven into the theme "The Signs of the Zodiac."
The pageant begins with emcee Glenn Arnette singing, appropriately, "Aquarius" from the smash broadway musical Hair. Backstage the tension is high, but there are still moments of joking and laughter among the excited contestants and backstage observẹrs.


On stage, contestant Joan Gainey charms the audience with "Eidelweiss' from The Sound of Music. Coastal's own version of Carol Burnette delights the audience with an ad lib comedy routine. Dangling precariously above the stage, Price Osteen sings "The Man in the Moon.'" Mr. Coastal Carolina candidates are introduced, and the five Miss Coastal finalists are chosen. The witching hour is fast approaching. Then the announcement: Mr. Coastal 1970 is William McCutcheon, second runner-up to Miss Coastal is Janice Robbins, first runner-up is Linda Sparks, and lovely Miss Joan Gainey will reign as the 1970 Miss Coastal Carolina.



May Day -
the big day at Coastal Carolina - a day that is filled with awards, picnics, games, a May Day ceremony, and is ended with a dance. This year, for the first time, Coastal had its own May Day ceremonies complete with an arch, flowers, and a traditional dance around the Maypole. Ten girls, sponsored by various organizations, were competing for the honor of becoming the 1970 May Queen. One by one the girls were announced, and they walked through an arch of flowers to take their place on the steps behind the gazebo. The 1969 May Queen, Miss Debby Little, came forward to relinquish her crown to the girl chosen by her peers as their queen. Eddie Benton, master of ceremonies, announced the 1970 queen, Miss Pam Stevens. The new queen was joined by her maids of honor - Rita Laney and Sheryl Skipper. Seated on her throne, the queen was honored by her court with a dance around the Maypole. The day was not over, for the night of May 1 st was the time chosen for the May Dance. Here the queen was presented her flowers by the 1969 queen and she began her dance with the assistant director, Mr. Larry Biddle to the music of Billy Joe Royal.




## Awards Day May 1, 1970

Mike Holmes - M.V.P. Basketball
Cary Walker - Spivey Award
Debby Little - Kimball Scholarship
Neil McKnight - Kimball Scholarship
Mr. Larry Schwartz - Chanticleer Award

Ray Bullard - M.V.P. Baseball Sophomore Class - Cino Award Claudia Kirkman - George C. Rogers Award Eddie Benton - George C. Rogers Award Debby Little - Faculty Award for General Excellence; Student Body President Award; Atheneum editor Award


## It's Graduation Day!



COLLEGE OF ARTS AND SCIENCE

ASSOCIATE IN ARTS
Betty Jean Hendrick Deborah Jean Little Sylvia Joan Todd

COLLEGE OF GENERAL STUDIES

ASSOCIATE IN SCIENCE IN SECRETARIAL SCIENCE
Miriam Alice Barnhill
Vera Maude Grainger
Wanda Jane Hooks
Jane Stewart Snowden

ASSOCIATE IN SCIENCE
Danny Michael Graham Mary Lee Ivey Teresa Ann King
Claudia Jeannette Kirkman
Fred Neil McKnight
Darrell Graham Miller Carlos Michael Small Henry Kenneth Thomas Fred Orie Todd

ASSOCIATE IN SCIENCE IN COMMERCIAL EDUCATION
Bonnie Lee Carlton James Franklin Eason
Victoria Lee Gantt
Herbert McRoy Skipper

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need

the world
a place


and think.




## James Cribb Jr.

Leonard Dendy
Vicki Gantt
Janice Gardner
Susan Gassman


Henry Culberson

Sonny Gore

Rod Gragg



Betty Hendrick


Tonia Hammond


Vera Grainger


Kitty Grainger


Dennis Graham



Kay Morton

Janice Robbins


Mac McLeod

Yvonne Luff Paul McCord


Franklin Patrick


Rock Smith Herbert Skipper

Linda Sparks
Peggy Suggs

Wayne Taylor Ken Thomas


Judy Waldrop
Larry Ward


John Ward


Sandy Williams

Sandra Yoh


Teresa Robertson


Sheryl Wilson







## There's No Stopping Us Now.

Determination is a part of it. It's there when we realize there are new doors
to be opened
to the future.
It's there when we realize that so many
don't have the chances we do. It's there when we just realize there is a thing called prejudice. And war. And hate.
And rebellion.
And riots.
It's there when we come face to face with the fact -

It's up to us.
We must improve that which is bad, remove that which
is unnecessary,
and invent that
which is needed.
Do you accept the challenge - or
turn your back on it? It's offered to us.

So, we must educate ourselves and satisfy our determination

No, there's no stopping us now.

T


[^0]:    Coastal Carolina Cheerleaders: Pam Stevens; Kay Watson; Susan Gassman, head cheerleader; Betty Ford; Betty Brown; Jenny Prevatte, Cino.

